FIGURE 1

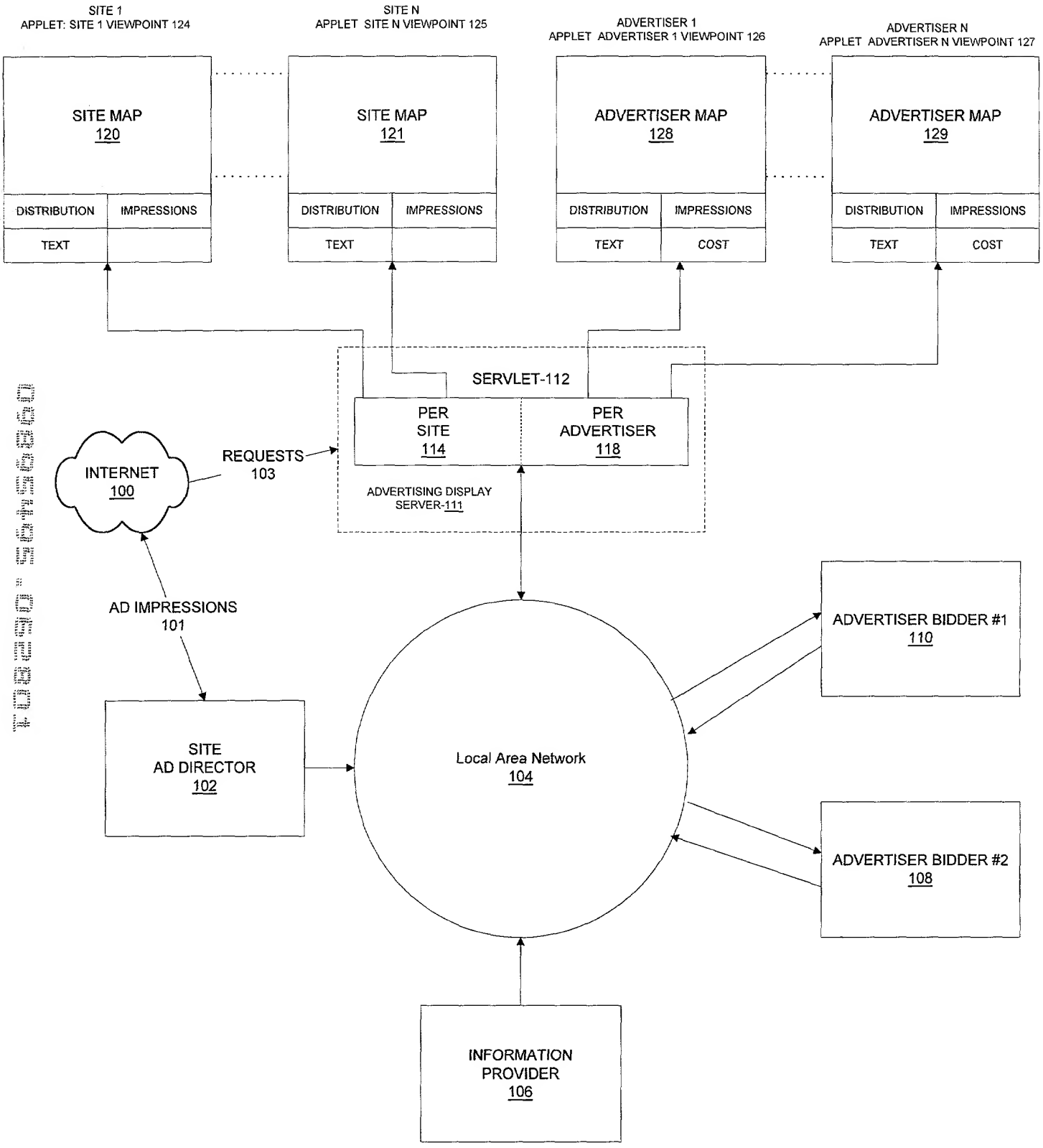

SITE 1
APPLET: SITE 1 VIEWPOINT 124
SITE N
APPLET SITE N VIEWPOINT 125
ADVERTISER 1
APPLET ADVERTISER 1 VIEWPOINT 126
ADVERTISER N
APPLET ADVERTISER N VIEWPOINT 127
SITE MAP
120
SITE MAP
121
ADVERTISER MAP
128
ADVERTISER MAP
129
DISTRIBUTION
IMPRESSIONS
TEXT
COST
SERVLET-112
PER SITE
114
PER ADVERTISER
118
ADVERTISING DISPLAY SERVER-111
INTERNET
100
REQUESTS
103
AD IMPRESSIONS
101
SITE AD DIRECTOR
102
Local Area Network
104
ADVERTISER BIDDER #1
110
ADVERTISER BIDDER #2
108
INFORMATION PROVIDER
106

FIGURE 2

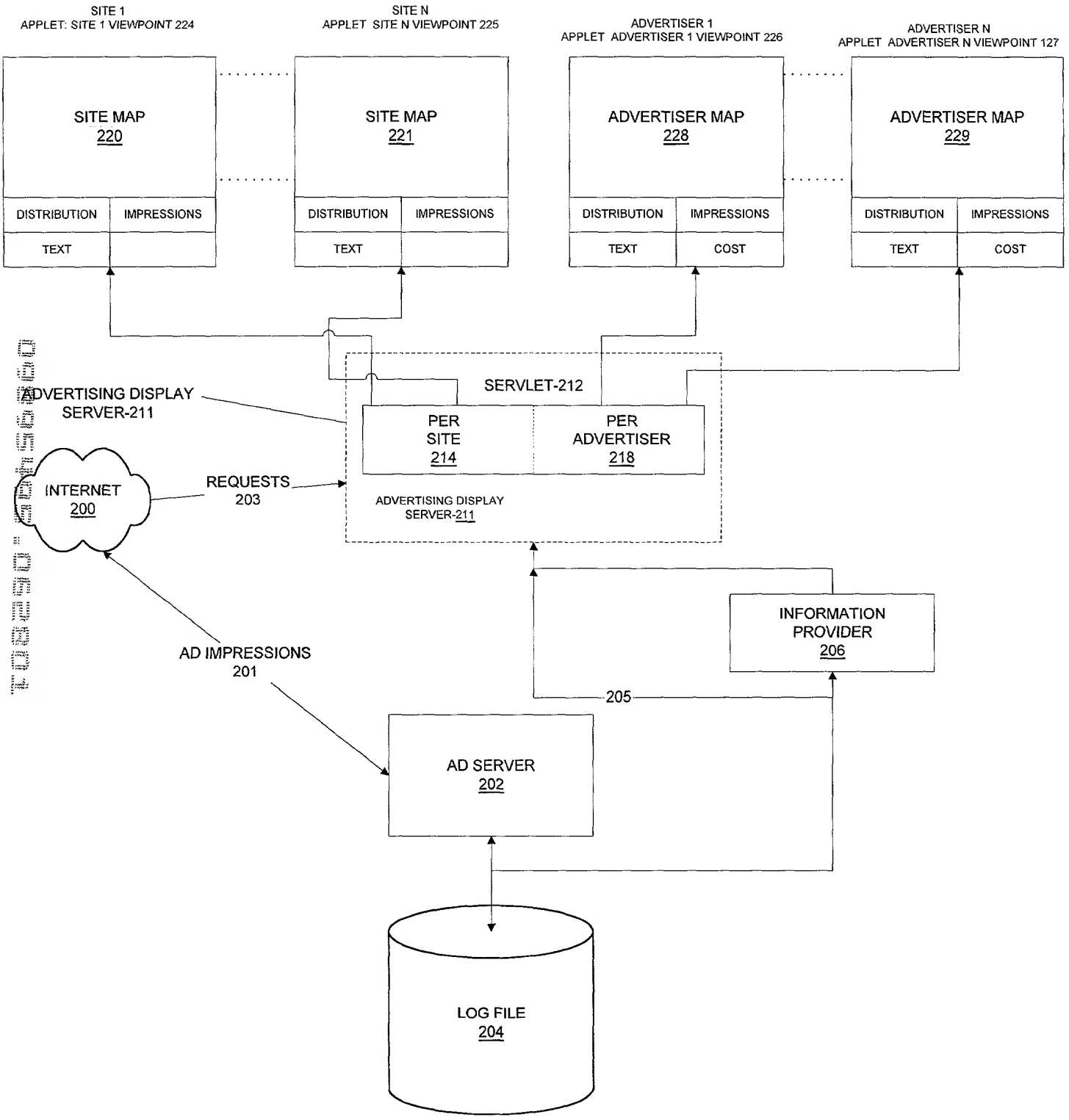

SITE 1
APPLET: SITE 1 VIEWPOINT 224
SITE N
APPLET SITE N VIEWPOINT 225
ADVERTISER 1
APPLET ADVERTISER 1 VIEWPOINT 226
ADVERTISER N
APPLET ADVERTISER N VIEWPOINT 127
SITE MAP
220
SITE MAP
221
ADVERTISER MAP
228
ADVERTISER MAP
229
DISTRIBUTION
IMPRESSIONS
TEXT
COST
SERVLET-212
ADVERTISING DISPLAY
SERVER-211
PER
SITE
214
PER
ADVERTISER
218
INTERNET
200
REQUESTS
203
ADVERTISING DISPLAY
SERVER-211
INFORMATION
PROVIDER
206
AD IMPRESSIONS
201
205
AD SERVER
202
LOG FILE
204

FIGURE 3a

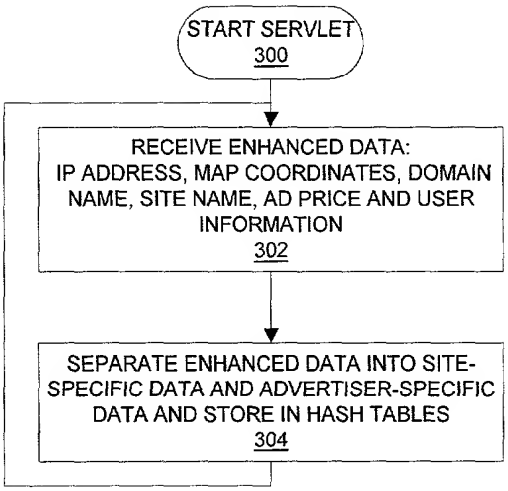


FIGURE 3b

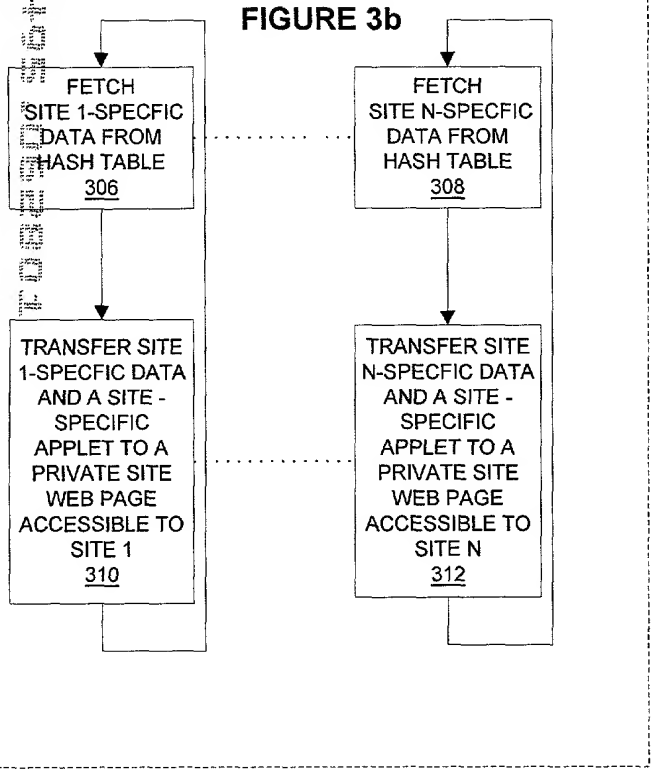


FIGURE 3c

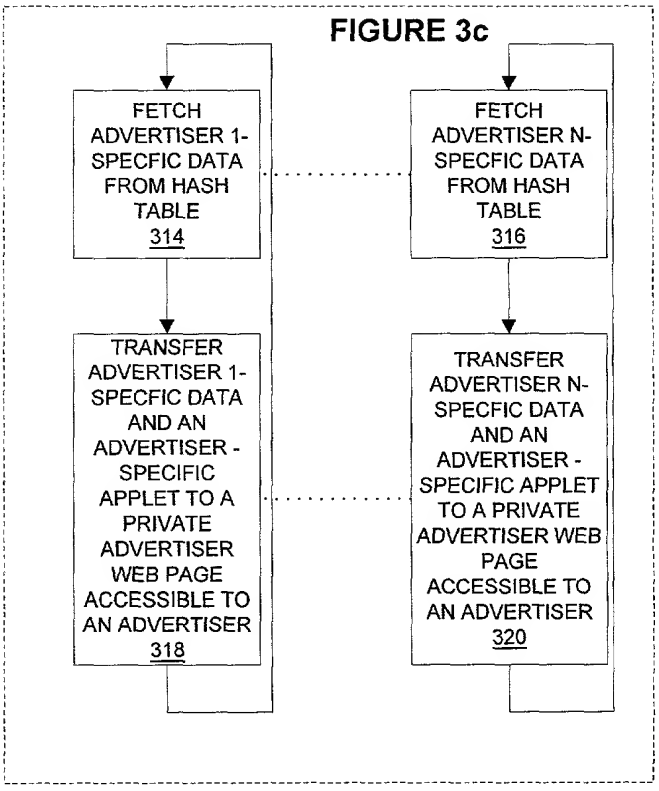


FIGURE 4

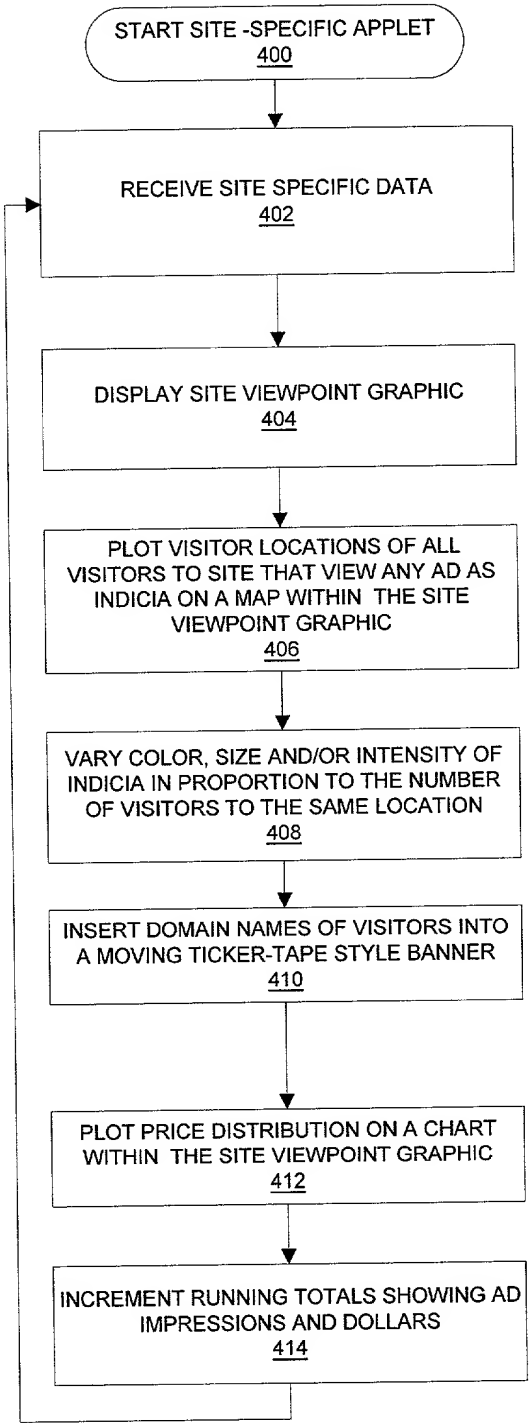
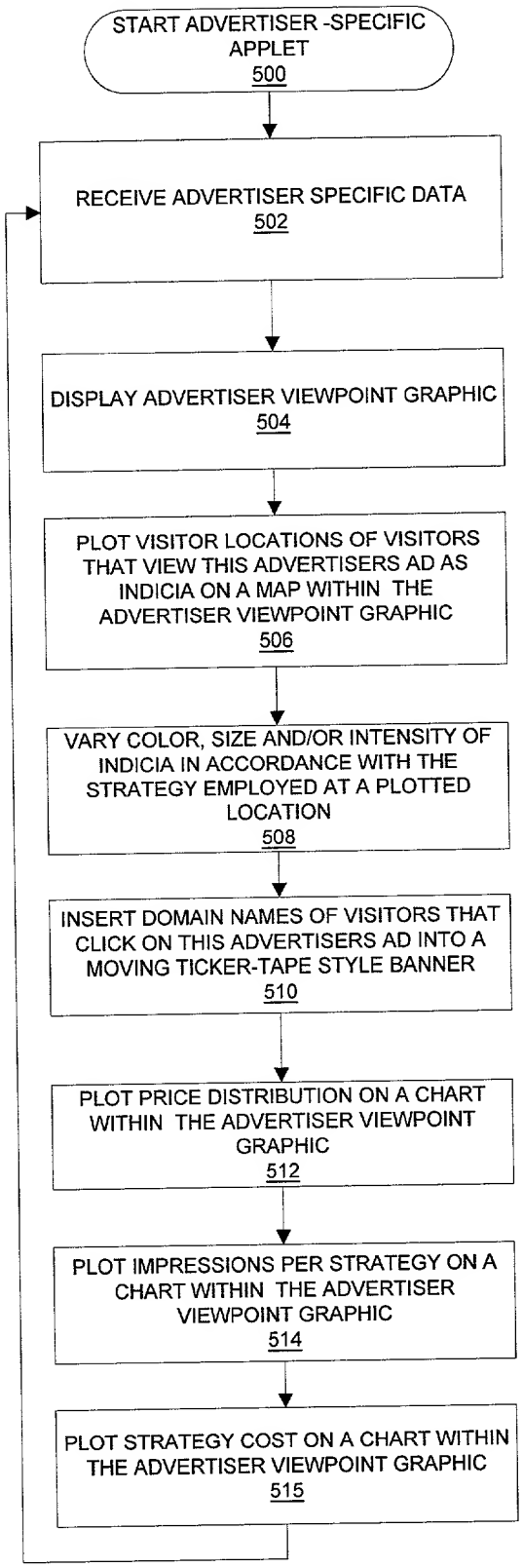
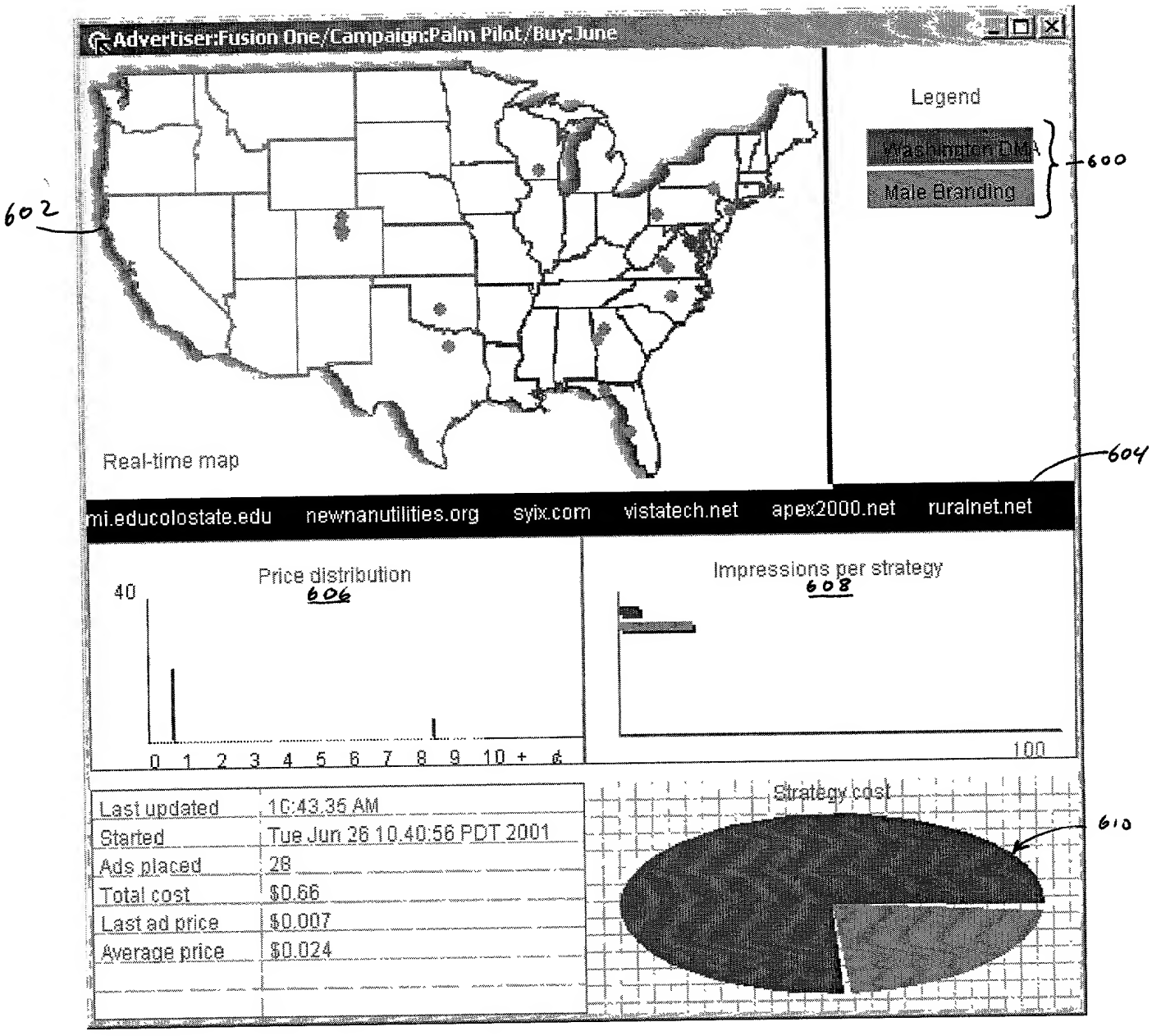

START SITE -SPECIFIC APPLET
400
RECEIVE SITE SPECIFIC DATA
402
DISPLAY SITE VIEWPOINT GRAPHIC
404
PLOT VISITOR LOCATIONS OF ALL VISITORS TO SITE THAT VIEW ANY AD AS INDICIA ON A MAP WITHIN THE SITE VIEWPOINT GRAPHIC
406
VARY COLOR, SIZE AND/OR INTENSITY OF INDICIA IN PROPORTION TO THE NUMBER OF VISITORS TO THE SAME LOCATION
408
INSERT DOMAIN NAMES OF VISITORS INTO A MOVING TICKER-TAPE STYLE BANNER
410
PLOT PRICE DISTRIBUTION ON A CHART WITHIN THE SITE VIEWPOINT GRAPHIC
412
INCREMENT RUNNING TOTALS SHOWING AD IMPRESSIONS AND DOLLARS
414

FIGURE 5



Google Exhibit

FIGURE 6



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